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In the Claims:

1. (original) A fragrance composition comprising water, a fragrance material, a liquid crystal-forming material containing at least one fatty alcohol having at least 22 carbon atoms, and a reinforcing material.
2. (original) A fragrance composition according to claim 1 wherein the reinforcing material is selected from organic amphiphilic materials, organic hydrophilic materials, hydrophobic materials, inorganic materials and mixtures thereof.
3. (currently amended) A fragrance composition according to claim 2 wherein the amphiphilic material is selected from at least one of
 - i) surfactants; graft and block copolymers, ~~preferably poly(ethylene-b-ethylene oxide), more preferably poly(ethylene-b-ethylene oxide) having a ethylene oxide level preferably lower than 80% and a molecular weight lower than 2500 g/mol;~~ poly(styrene-b-ethylene oxide); and poly(dimethylsiloxane-g-ethylene oxide);
 - ii) gelatine, ~~preferably gelatine having a Bloom Strength higher than 250;~~and
 - iii) pectin.
4. (currently amended) A fragrance composition according to claim 2 wherein the hydrophilic organic reinforcing material is selected from at least one of

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acrylamide, ~~preferably acrylamide crosslinked with N,N-bisacrylamide~~; N-alkylacrylamide; poly((meth)-acrylic acid-co-alkyl acrylate) copolymers; copolymers containing poly(acrylamide), poly(vinylalcohol), or poly(alkyleneoxide) moieties; and alginates crosslinked with polyvalent metal ions.

5.(currently amended) A fragrance composition according to claim 2 wherein the hydrophobic reinforcing material is selected from at least one of partially-crystallisable polyolefins, ~~preferably partially-crystallisable polyethylene having a molecular weight lower than 10'000 g/mol~~; block and graft copolymers; poly(ethylene-co-dimethylsiloxane) block and graft copolymers; highly-crosslinked silicone resins; polysesquiosiloxanes; hydrophobically-modified silicates and amino-silicates; heat- or UV-curable polymers bearing a heat- or light-activated cross-linkable function; and ethyl cellulose having Ubbelohde solution viscosities higher than 50 mPas when dissolved at 5% in toluene / methanol at 80/20 by weight and 25 °C.

6. (currently amended) A fragrance composition according to claim 2 wherein the inorganic reinforcing material is selected from at least one silica-containing compound, ~~preferably at least one of~~ selected from the group consisting of an alkylsilane, an alkoxysilane and sodium silicate combined with a salt of a polyvalent metal ion, ~~preferably sodium silicate combined with calcium.~~

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7. (currently amended) A fragrance composition according to claim 1 wherein the liquid crystal-forming material is a mixture of non-ionic ~~nonionic~~ surfactant and at least one long chain fatty alcohol having at least 16 carbon atoms, at least one of which alcohols has at least 22 carbon atoms, ~~the non-ionic surfactant being preferably selected from~~
- ~~I) alkylglycosides or alkylpolyosides bearing alkyl chains having at least 20 carbons atoms;~~
- ~~II) alkylpolyseorbates bearing alkyl chains longer than 18 carbon atoms; and~~
- ~~III) ethoxylated fatty esters with alkyl residue having at least 18 carbon atoms;~~
- ~~and~~
- ~~the alcohol having at least 22 carbon atoms being preferably selected from fatty alcohols having a narrow molecular weight distribution such that at least 90% of this fatty alcohol consists of a single fatty acid residue.~~
8. (previously presented) A fragrance composition according to claim 1 in the form of an aqueous dispersion of particles, the particles containing liquid crystalline structures.
9. (previously presented) A fragrance composition according to claim 1 wherein it exhibits a plateau region of the store elastic modulus of higher than 10^3 Pa, as measured on a Paar Physica Rheometer MCR 300 fitted with a cone-plate measuring unit and operating in the oscillating mode, with a cone-plate measuring unit CP25-2 having the characteristics: shear rate factor: $3 \text{ s}^{-1}/\text{min}^{-1}$,

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shear stress factor: 12.223 Pa, sample volume: 0.16 cm³, radius of measuring cone: 12.5 mm, angle of measuring cone: 2°, cone truncation: 50 micrometers.

10. (currently amended) A fragrance composition according to claim 1 wherein the composition has a liquid crystalline phase with a periodicity length, as measured by X-ray diffraction of between 30 and 120, ~~preferably between 40 and 60~~ Angstroms.
11. (previously presented) A fragrance composition according to claim 1 wherein the composition exhibits at least one melting transition at a temperature higher than 50°C.
12. (previously presented) Household product comprising a composition according to claim 1.
13. (previously presented) Personal care product comprising a composition according to claim 1.
14. (new) A fragrance composition according to claim 3, wherein the graft and block copolymer is poly(ethylene-b-ethylene oxide).
15. (new) A fragrance composition according to claim 14, wherein the poly(ethylene-b-ethylene oxide) has a ethylene oxide level lower than 80% and a molecular

16. (new) A fragrance composition according to claim 3, where the gelatine has a Bloom Strength higher than 250.

17. (new) A fragrance composition according to claim 7, wherein the non-ionic surfactant is selected from the group consisting of:

I) alkylglycosides or alkylpolyoloses bearing alkyl chains having at least 20 carbons atoms;

II) alkylpolysorbates bearing alkyl chains longer than 18 carbon atoms; and

III) ethoxylated fatty esters with alkyl residue having at least 18 carbon atoms.